

What is claimed is:

1. A device 1 for transmitting a personal profile comprising:
 - a memory 30 containing a personal profile;
 - a personal profile selection component 2; and
 - a transmitter 34 for transmitting a signal, said signal comprising at least one subset of the personal profile selected using the personal profile selection component 2.
2. The device 1 of Claim 1, wherein the personal profile further comprises more than one subset.
3. The device 1 of Claim 1, wherein the personal profile selection component 2, 3, 4 comprises a switch 35.
4. The device 1 of Claim 3, wherein the switch 35 is manually operable by a user.
5. The device 1 of Claim 1, wherein the transmitter 34 further comprises an RFID.
6. The device 1 of Claim 1, wherein the device 1 further comprises a transceiver 34 which receives a request to

transmit the at least one subset of the personal profile from a reader.

7. The device 1 of Claim 6, wherein the reader exclusively receives said signal.

8. The device 1 of Claim 1, wherein the personal profile may be altered and stored in the memory 30.

9. The device 1 of Claim 8, wherein the memory 30 is altered wirelessly, through a wired connection, or both.

10. The device 1 of Claim 1, wherein the at least one personal profile comprises information regarding user status, transmitter mode, reader access, and/or payment.

11. The device 1 of Claim 1, wherein the device 1 comprises a key chain, a credit card, a smart card, a mobile phone, a PDA, a wireless device, a portable microcomputer, or a wearable device.

12. A device 1 for limiting the transmission and/or receiving of a personal profile comprising:

a personal profile selection component 2, 3, 4 for selecting at least one subset of the personal profile; and

a transceiver 34 that transmits a signal upon receiving a demand from a reader, said signal comprising at least one subset of the personal profile selected using the personal profile selection component 2, 3, 4.

13. The device 1 of Claim 12, wherein a user defines at least one setting and at least one option, said option and setting forming the at least one subset.

14. The device 1 of Claim 12, wherein the memory 30 is programmable and the user can program at least one parameter of the at least one subset.

15. The device 1 of Claim 12, wherein the transceiver 34 accesses a memory 30 that is external to the device 1 and can be accessed wirelessly by the device 1.

16. The device 1 of Claim 12, wherein the transceiver 34 further comprises an RFID tag.

17. The device 1 of Claim 12, wherein the transceiver 34 receives a signal containing information and only stores the information in the memory 30 if the information matches an option contained in the subset of the personal profile.

18. A device 1 for selecting and transmitting a personal profile comprising:

a memory 30 containing a personal profile having at least a first and a second subset;

at least two personal profile selection components 2, 3, 4 for selecting the first and/or the second subset of the personal profile; and

a transmitter 34 for transmitting the first and/or the second subset.

19. The device 1 of Claim 18, wherein the device 1 further comprises an arbiter 35 for selecting an overlap between the first and the second subsets.

20. The device 1 of Claim 19, wherein the arbiter 35 comprises software, hardware, or both software and hardware.

21. The device 1 of Claim 19, wherein the transmitter 34 transmits a signal comprising the selected overlap.

22. A system for allowing a personal profile to be read comprising:

a device 1 comprising:

a memory 30 containing a personal profile;

a personal profile selection component 2, 3, 4; and

a tag 34 for transmitting a signal;

a reader configured to transmit a request, wherein said tag transmits said signal, and wherein said signal comprises exclusively at least one subset of the personal profile selected using the personal profile selection component.

23. A method of selecting a personal profile in an environment comprising:

entering a personal profile in a memory;

generating at least one subset of the personal profile;

selecting the at least one subset;

transmitting and/or receiving information based on the at least one subset upon receiving a request in the environment.

24. The method of Claim 23, wherein the generating step further comprises generating at least two subsets.

25. The method of Claim 23, wherein the generating step further comprises automatically generating the at least one subset from the personal profile.

26. The method of Claim 23, wherein the method further comprises receiving a request to transmit from a triggering

the selection step by recognizing a request to transmit from an environment.

27. The method of Claim 26, wherein the recognizing step further comprises identifying the source of the triggering step and transmitting the subset based the environment's identification.

28. The method of Claim 23, wherein the method further comprises receiving a request to transmit from a reader in an environment.